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08-02-2001

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To the Honorable Commissioner of Patent:

had original documents or copy thereof.

## 1. Name of conveying party(ies):

IDF Holdings, Inc.

101795867

## Name and address of receiving party(ies):

Name: Trademark Management Company

Internal Address: Suite 604

Street Address: 877 W. Main Street

Idaho

City: Boise

State: ZIP: 83702

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State Delaware  
☐ Other

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

## 3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other

Execution Date: May 2, 2001

- ☐ Individual(s) citizenship  
☐ Association  
☐ General Partnership  
☐ Limited Partnership  
☒ Corporation-State Delaware  
☐ Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? ☐ Yes ☒ No

## 4. Application number(s) or registration number(s):

## A. Trademark Application No.(s)

75/811,701

75/831,368

## B. Trademark registration No.(s)

2,244,259

2,375,305

2,245,462

2,375,306

2,240,277

Additional numbers attached? ☐ Yes ☒ No

## 5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Dean Bierkan

Internal Address: H. J. Heinz Company

Law Department

Street Address: 1062 Progress Street

City: Pittsburgh State: PA ZIP: 15212

## 6. Total number of applications and registrations involved:

7

7. Total fee (37 CFR 3.41):..... \$ 190.00

☐ Enclosed☒ Authorized to be charged to deposit account

8. Deposit account number: 08-1631

(Attach duplicate copy of this page if paying by deposit account)

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DO NOT USE THIS SPACE

01 FC:481 40.00 CH  
02 FC:482 150.00 CH

## 9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Dean Bierkan

Name of Person Signing

Dean Bierkan

Signature

July 20, 2001

Date

Total number of Trademark Cover sheet:

1

REEL: 002337 FRAME: 0931

**ASSIGNMENT**

WHEREAS, IDF Holdings, Inc., a Delaware corporation, with offices located at 189 Spence Lane, Nashville, TN 37210, is the owner of certain trademark registrations, a list of which is attached hereto as Schedule A, as well as other unregistered common law trademarks, trade dress and label designs; and

WHEREAS, Trademark Management Company, a Delaware corporation located 877 W. Main Street, Suite 604, Boise, Idaho, 83702, is desirous of acquiring all right, title and interest in and to the registered trademarks, unregistered common law trademarks, trade dress and label designs including the goodwill of the trademarks connected with the use thereof and symbolized thereby;

NOW THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, IDF Holdings, Inc. does hereby assign unto Trademark Management Company all right, title and interest in and to the registered trademarks set forth in Schedule A and to the unregistered common law trademarks, trade dress and label designs utilized with the registered trademarks together with any goodwill of the trademarks symbolized thereby.

IDF Holdings, Inc. agrees to execute any and all additional documents that may be necessary from time to time to perfect and record title to the trademarks in Trademark Management Company and to carry out the intent of this Assignment.

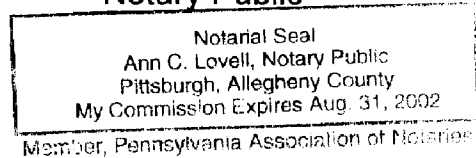
IDF Holdings, Inc.

By: Kimberly A. Ruppert

Subscribed and sworn to before me this 2nd day of May, 2001.

Ann C. Lovell

Notary Public



# IDF HOLDINGS, INC.

## Existing Registrations and Pending Actual Use Applications

Trademark Report by Mark  
Country: US  
Status: ACTIVE

Printed: 04/20/2001

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COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>DIVERSE FOODS FOR A DIVERSE WORLD</b>							
UNITED STATES	T03421US0	07/21/1997	75/327,718	05/11/1999	2,244,259	REGISTERED	40
<b>ID FOODS</b>							
UNITED STATES	T03423US0	09/29/1999	75/811,701			PENDING	30
<b>INTERNATIONAL DIVERSEFOODS AND DESIGN</b>							
UNITED STATES	T03420US0	07/21/1997	75/327,720	05/18/1999	2,245,462	REGISTERED	30
UNITED STATES	T03420US1	09/24/1999	75/807,785			PENDING	30
<b>SAN MERCED SALSA CHUNKY AND DESIGN</b>							
UNITED STATES	T03422US0	07/21/1997	75/327,719	04/20/1999	2,240,277	REGISTERED	30
<b>SPENCE MARKET GOLD</b>							
UNITED STATES	T03425US0	09/24/1999	75/807,520	08/08/2000	2,375,305	REGISTERED	30
<b>SPENCE MARKET PLATINUM</b>							
UNITED STATES	T03424US0	09/24/1999	75/807,810	08/08/2000	2,375,306	REGISTERED	30
END OF REPORT						TOTAL ITEMS SELECTED =	7

**IDF HOLDINGS, INC.**

## Pending Intent-To-Use Application

Trademark Report by Mark  
Country: US  
Status: ACTIVE

Printed: 04/20/2001

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COUNTRY	REFERENCE#	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
<b>BISTRO 189</b>							
UNITED STATES	T03427US0	10/25/1999	75/831,368			PENDING	30
END OF REPORT						TOTAL ITEMS SELECTED =	1